



**Nada Abdulhadi**

Corporate Communications. Content Creation. Marketing and Advertising.

**SUMMARY**

1. Over 20 years of experience in corporate communications, marketing, strategy, and brand reinforcement.
2. More than 11 years of experience in marketing and digital communications.
3. Over 7 years of experience in content creation and public relations.
4. Worked across 6 different sectors, including: eCommerce, banking, advertising, digital communications, public relations, and diplomacy.
5. Relunched an entire eCommerce website and ran campaigns resulting in sales increase of up to 33%.
6. Launched first and second edition of Payments & Cash Management book in GCC region, under HSBC Bank umbrella.

**STRENGTHS**

- Writing and editing (English-Arabic)
- Content planning and strategy
- Translation (English-Arabic)
- Budget allocation
- Public speaking

**CONTACT**

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**WORK EXPERIENCE**

- Jan 2023 To date** **Corporate Communication Consultant (Self Employed)**  
▪ Provide communication services to several corporate clients on project basis, including content creation, translation (English/Arabic), presentation editing and web content.
- Jun 2018-Oct 2021** **Media Relations Officer Consulate General of UAE, Toronto- Canada (Diplomatic Mission)**  
▪ Created and managed corporate and legal content for UAE Diplomatic Missions in Canada internally and externally, in line with UAE Ministry of Foreign Affairs policy, including social media, press coverage, and internal political & economic reports.
- Jan 2015-Apr 2018** **Head of Content Marhababy.com, Dubai- UAE (Lifestyle Website)**  
▪ Managed and executed writing, translating, and editing website content and engagement campaigns, focusing on 'mother, baby, and lifestyle' in GCC region, and managed bi-lingual social media activities.
- May 2013-Mar 2014** **Brand and Communications Manager Creative Concepts, Dubai- UAE (Advertising Agency)**  
▪ Managed the Client-agency relationship through liaising briefs and advertising campaigns (ATL, BTL, and online) with internal creative and production teams, leading signoffs, and deadlines of deliverables.  
**Clients:** Canon Middle East - Symantec and Norton by Symantec
- Mar 2011-Mar 2013** **Marketing Manager Souq.com, Dubai- UAE (e-Commerce)**  
▪ Lead the marketing team to integrate the digital marketing mix and offline campaigns aimed at increasing onsite conversion rate, while managing relationships with brand and PR agencies.
- Oct 2009-Nov 2010** **Strategic Communications Manager Tarteeb Media and Communications, Dubai-UAE (PR Agency)**  
▪ Developed and executed media strategy and PR campaigns for key clients to achieve public relations milestones in the GCC region.  
**Clients:** Forbes ME-Gulf Navigation Holdings-NAMA Petrochemicals-AI Tayyar Travel Group-AMAD Investments-Nile Airlines
- Oct 2007-Sep 2009** **Marketing Manager HSBC Bank Middle East, Dubai- UAE (Bank)**  
▪ Strategized marketing activities for Global Transaction Banking and ancillary business areas. Liaised with advertising and PR agencies to ensure adaptation of projects in other GCC markets.
- May 2000-Sep 2007** **Marketing Executive (De Beers Group Company) J Walter Thompson, Dubai-UAE (Client/ Advertising)**  
▪ Worked with local and global teams to launch diamond advertising campaigns in GCC area, liaising between the agency and internal teams to achieve diamond market growth.

**EDUCATION AND QUALIFICATIONS**

- 2001-2006** **Marketing – Bachelor of Business Administration (BA)**  
University of Dubai, Dubai- UAE
- 2021-2022** **Business Writing Degree**  
University of Toronto, Toronto- Canada
- 2017** **Developing Emotional Competency and Business Leadership EQ®**  
Lead On University, Canada (Online Course)
- 2008** **Negotiation Skills – ZOPA & BATNA**  
Negotiate Today, Dubai- UAE
- 2008** **Critical and Creative Thinking**  
Greenhouse Academy, Dubai- UAE